Accessibility at Retail

Trainer Guide

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Course Overview

Description

At Apple we have a diverse mix of customers that includes customers with accessibility needs. Our goal is to provide universal access for customers through assistive technologies for vision, hearing, speech, mobility, cognitive, and invisible needs. Assistive technologies help customers who have special needs to experience Apple stores, devices, and services like any other customer. The purpose of this training is to provide Apple Retail Store employees with learning experiences to practice proper etiquette and behaviors that support customers with accessibility needs.

Learning Objectives

By the end of this course, participants will be able to:

- Relate confidence and knowledge of device accessibility features during customer interactions.
- Locate procedures for handling accessibility customer contacts using available resources.
- Recommend and demonstrate accessibility features on OS X and iOS devices.

Lesson	Lesson Duration
Welcome	0h 5m
Pre-Work Review	0h 10m
Think, Pair, Practice	0h 40m
Wrap Up	0h 5m
Total Course Time	1h

Preparation

Prior to the class:

- ☐ Review the *"Accessibility, Etiquette and Behaviors"* and *"Accessibility Features Product Training"* courses in RetailMe.
- ☐ Familiarize yourself with the *"Assisting Customers with Accessibility Needs"* procedure in RetailMe.
- ☐ Review your training roster to understand the mix of roles, if any, that you have in the class, so that you can set up the equipment and prepare to deliver the appropriate roleplay scenarios.
- ☐ You should prepare to facilitate this training in an accessible way for those employees who have accessibility needs. Be flexible and check with a Store Leader for guidance, if needed.

Equipment:

- ☐ Macs with Internet access for each participant
- ☐ If possible, one iOS device per participant, or a few devices to share
- ☐ Projector/display with proper cables and adapters
- ☐ Access to RetailMe

Supplies:

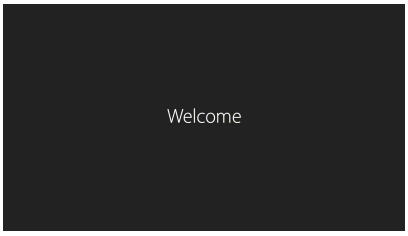
- ☐ Flip chart paper, or whiteboard, and markers; virtual whiteboard

Training Materials:

- ☐ *"Accessibility at Retail"* Keynote presentation
- ☐ *"Feedback and Reflection Checklist"*

Welcome and Introductions

Welcome and Introductions (0h 5m)



Welcome and Introductions

Present

- Welcome everyone to the training and introduce yourself.
- Explain why they are here, and what you are going to do for the next hour.
- At Apple, we've done everything possible to make sure anything is possible. Apple products are intuitive and easy to use. And to help our customers do more in more ways, a variety of award-winning assistive technologies come standard. So every device not only has accessible features—but accessible principles—built right in.

Facilitate

- Apple's diverse customer base includes people with vision, hearing, mobility, and cognitive accessibility needs. As employees in our stores and contact centers, we encounter these customers every day, and it's our job to provide them with the same exceptional customer service that we provide any other customer.
- Think about some of the companies you do business with that deliver positive customer experiences. Why are those experiences positive?

  Listen for:

  They can help me with what I need.

  Their employees are friendly and take ownership.

  They are convenient to contact and communicate with.

- Those are certainly reasons people will contact companies regularly, and customers with accessibility needs are no different. Customers with accessibility needs want courteous, knowledgeable, and friendly service along with products that meet their needs. Today, we are going to practice providing courteous, knowledgeable, and friendly experiences to customers with accessibility needs through scenario-based roleplay activities.

Pre-Work Review (0h 15m)

Etiquette and Behaviors (0h 15m)

Lesson overview

In this lesson, participants will review what they've learned about Apple's commitment to accessibility, and the appropriate behaviors to demonstrate during interactions with customers with accessibility needs.

Learning Objectives

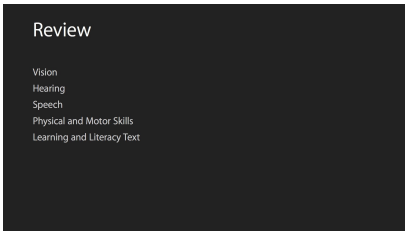
By the end of this lesson participants will be able to:

- Recall the basic etiquette and behaviors that help guide their interactions with customers with accessibility needs.

Activity/Topic	Facilitator	Participant Groups	Time
Etiquette and Behaviors	Learner	Small Group	**0h 5m**
Teach Back Discussion	Trainer	Entire Group	**0h 10m**
			0h 15m

Pre-Work Review

Etiquette and Behaviors, continued



Short presentation, activity, and discussion

Present

- Before attending this training, you completed a set of self-guided training courses to learn about Apple's approach to accessibility, and how to engage with customers using proper etiquette and behaviors.
- Let's discuss what you learned and how we can apply it to your role.
  - Give groups 5 minutes to complete charts, then host an open discussion of their findings.

Activity Instructions

1. Divide participants into five groups and focus each group on an accessibility category:
   - Vision
   - Hearing
   - Speech
   - Physical and Motor Skills
   - Learning and Literacy
2. Give participants flip chart paper and markers, or access to a whiteboard.
3. Ask participants to use the flip chart paper or whiteboard to list engagement tips and techniques they recall from the etiquette and behaviors training.
4. Remind the participants to include how they support the Apple commitment to accessibility through our corporate values and our specific roles.
5. Ask participants to be prepared to share their charts during class discussion.
6. Instruct participants to keep the lists for other activities in this course.

Facilitate

- Recalling what you learned from the Accessibility Etiquette and Behavior self-guided training, what are some tips for managing contact with customers with Vision, Hearing, Speech, Physical, or Learning and Literacy needs?

  Listen for:

  Allow participant groups to give responses from their charts.

- Once you've uncovered a specific accessibility need, how might you change your behavior to accommodate that need?

  Listen for:

  If I uncover a vision need, I can use more descriptive language.

  If I uncover a hearing need, I'll ask how they would prefer to communicate.

- How are these behaviors different from interacting with any other customer?

  Listen for:

  I would shift my language from using phrases like "Look at the..." or "have you heard about....?"

  There would not be a difference in how I treat customers. I always treat them with courtesy and respect.

- What are the common terminology traps to avoid?

  Listen for:

  Using language that can be perceived as negative.

  Avoid using words like cripple, handicapped, or physically handicapped. Instead use a phrase like, "Person who has an accessibility need." If a customer corrects a term you are using, or prefers another term, use the term that the customer provides.

- How do our varied communication channels such as phone, chat, devicecasting, and so on, impact the journey for customers with accessibility needs?

  Listen for:

  These communication channels make the interaction possible so customers can purchase our products without having to visit the store.

  These communication channels can make the interaction more challenging, requiring phone specialists to be more flexible with language use, and to exhibit greater levels of patience.

Present

- Every customer has his or her individual needs. Our job is to uncover those needs so we can present the most complete solution while providing excellent customer service—making it possible for all customers to enjoy Apple devices.

Think, Pair, Practice (0h 40m)

Accessibility for Vision and Hearing (0h 20m)

Lesson overview

We've discussed the basic etiquette and behaviors that help guide your interactions with customers with accessibility needs. Now it's time to practice offering solutions that leverage the numerous features built in to Apple products to address those needs.

In this lesson, participants will explore Apple.com to learn more about product accessibility features, practice enabling and disabling accessibility features, and simulate customer engagements through roleplay activities.

Learning Objectives

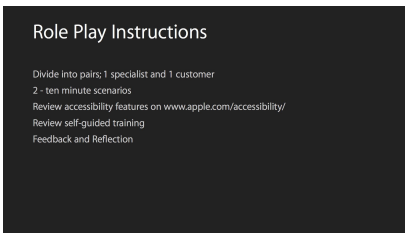
By the end of this lesson you will be able to:

- Apply appropriate etiquette and behaviors during interactions with customers with accessibility needs.
- Describe accessibility features and benefits according to a customer's unique accessibility needs.
- Demonstrate and help customers set up the iOS or OS X accessibility features for different devices and accessibility needs.

Activity/Topic	Facilitator	Participant Groups	Time
Vision Needs	Trainer	Individual practice	**0h 20m**
Hearing Needs	Trainer	Individual practice	**0h 20m**
			0h 40m

Think, Pair, Practice

Accessibility for Vision


Role Play Instructions
Divide into pairs; 1 specialist and 1 customer
2 - ten minute scenarios
Review accessibility features on www.apple.com/accessibility/
Review self-guided training
Feedback and Reflection

Simulate interaction with a customer with a Vision need

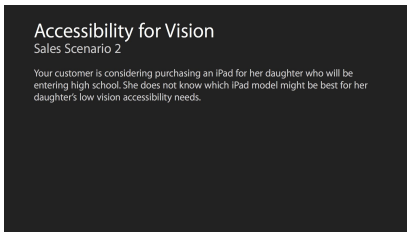
Present

- Divide participants into pairs who perform the same roles. Then, explain the activity.
  - During this roleplay activity, you will practice engaging with customers with Vision accessibility needs.
  - This activity includes two scenarios; each scenario takes 10 minutes:
    - Two minutes to review the accessibility features and benefits on www.apple.com/accessibility/ for those who are Blind or low vision .
      - Focus your review on the device identified in the scenario.
      - You may also refer to the the Accessibility Glossary/Features in the *"Assisting Customers with Accessibility Needs"* procedure, as well as the *"Accessibility Etiquette and Behaviors"* and *"Accessibility Features Product Training"* lessons.
    - Seven minutes for roleplay, and one minute for feedback and discussion in your pairs.
  - The scenarios are role-based. Think about the "Discover and Clarify" questions you'll use, and the behaviors you'll need to demonstrate during the customer engagement.
  - One person will play the specialist, and one will be the customer. Select who will play these roles for the first scenario, and then rotate through the scenarios until each of you has had a chance to play the specialist and customer.
- Self-awareness and reflection are critical to identifying opportunities for improvement. Be aware of what you are doing well, and what you want to work on. Complete the *"Feedback and Reflection Checklist"* as you'll discuss them during the feedback minute.

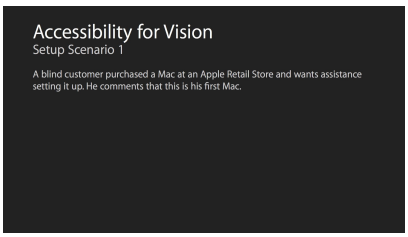
Think, Pair, Practice

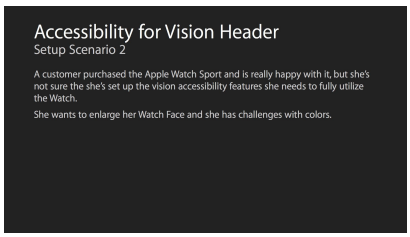
Accessibility for Vision, continued

Accessibility for Vision
Sales Scenario 1
You are working with a customer who is going to film school and wants to purchase a Mac to use during classes. He is losing his vision and doesn't know if a notebook screen size will work for him.


Accessibility for Vision
Sales Scenario 2
Your customer is considering purchasing an iPad for her daughter who will be entering high school. She does not know which iPad model might be best for her daughter's low vision accessibility needs.

Sales Scenarios


Accessibility for Vision
Setup Scenario 1
A blind customer purchased a Mac at an Apple Retail Store and wants assistance setting it up. He comments that this is his first Mac.


Accessibility for Vision Header
Setup Scenario 2
A customer purchased the Apple Watch Sport and is really happy with it, but she's not sure the she's set up the vision accessibility features she needs to fully utilize the Watch.
She wants to enlarge her Watch Face and she has challenges with colors.

Setup Scenarios

Trainer Notes

- Monitor the time for the roleplay. Let participants know when it is time to start the review, start the roleplay, and start the feedback minute.
- Show the sales or setup scenarios depending on audience. If you have a mix, show both scenarios, giving participants time to write them down.
- After ten minutes, show Vision Scenario 2.

Present (slide 1)

- Vision Scenario 1

Present (slide 2)

- Vision Scenario 2

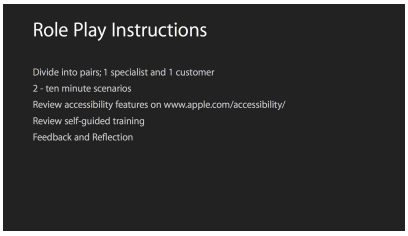
Accessibility for Vision, continued

Target Answers for Accessibility for Vision scenarios

- Sales Scenario 1 target Accessibility solutions(s)
  - Zoom, Contrast Options, and Cursor Size are all features that can be useful in this scenario and make using a notebook screen more effective
- Sales Scenario 2 target Accessibility solutions(s)
  - VoiceOver, Siri, Speak Screen, and Dictation can all be used on iPad to provide low vision assistance
- Setup Scenario 1 target Accessibility solutions(s)
  - Introduce and demonstrate Accessibility solutions like VoiceOver, Zoom, Dictation, Contrast Options, and Cursor Size
- Setup Scenario 2 target Accessibility solutions(s)
  - watchOS Accessibility features that may be effective include Grayscale and Extra Large watch face

Think, Pair, Practice

Accessibility for Hearing (0h 20m)


Role Play Instructions
Divide into pairs; 1 specialist and 1 customer
2 - ten minute scenarios
Review accessibility features on www.apple.com/accessibility/
Review self-guided training
Feedback and Reflection

Instructions slide for Hearing need roleplay.

Present

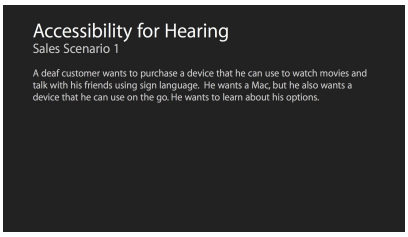
- Now we are going to focus our practice on engaging with customers with who are Deaf or Hard of Hearing.
- We'll use the same process we used for the Vision roleplay.
  - This activity includes two scenarios; each scenario takes 10 minutes:
    - Two minutes to review the accessibility features and benefits supporting those who are Deaf or Hard of Hearing on www.apple.com/accessibility/.
      - Focus your review on the device identified in the scenario.
      - You may also refer to the the Accessibility Glossary/Features in the *"Assisting Customers with Accessibility Needs"* procedure, as well as the *"Accessibility Etiquette and Behaviors"* and *"Accessibility Features Product Training"* lessons.
    - Seven minutes for roleplay, and one minute for feedback and discussion in your pairs.
  - The scenarios are role-based. Think about the "Discover and Clarify" questions you'll use, and the behaviors you'll need to demonstrate during the customer engagement.
  - One person will play the specialist, and one will be the customer. Select who will play these roles for the first scenario, and then rotate through the scenarios until each of you has had a chance to play the specialist and customer.
- Self-awareness and reflection are critical to identifying opportunities for improvement. Be aware of what you are doing well, and what you want to work on. Complete the *"Feedback and Reflection Checklist"* as you'll discuss them during the feedback minute.

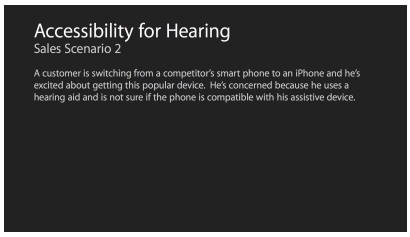
Trainer Notes

- Clarify questions and start the activity.

Think, Pair, Practice

Accessibility for Hearing, continued


Accessibility for Hearing
Sales Scenario 1
A deaf customer wants to purchase a device that he can use to watch movies and talk with his friends using sign language. He wants a Mac, but he also wants a device that he can use on the go. He wants to learn about his options.


Accessibility for Hearing
Sales Scenario 2
A customer is switching from a competitor's smart phone to an iPhone and he's excited about getting this popular device. He's concerned because he uses a hearing aid and is not sure if the phone is compatible with his assistive device.

Sales Scenarios

Accessibility for Hearing
Setup Scenario 1
A customer purchased an Apple Watch Sport and is eager to learn how to really use it with his fitness regimen. He has slight hearing loss in both ears. He has gone to his local Apple Retail Store for more information.

Accessibility for Hearing
Setup Scenario 1
A customer purchased an Apple Watch Sport and is eager to learn how to really use it with his fitness regimen. He has slight hearing loss in both ears. He has gone to his local Apple Retail Store for more information.

Setup Scenarios

Trainer Notes

- Monitor the time for the roleplay. Let participants know when it is time to start the review, start the roleplay and start the feedback minute.
- Show the sales or setup scenarios depending on audience. If you have a mix, show both scenarios, giving participants time to write them down.
- After ten minutes, show Hearing Scenario 2.

Present (slide 1)

- Hearing Scenario 1

Present (slide 2)

- Hearing Scenario 2

Accessibility for Hearing, continued

Target Answers for Accessibility for Hearing scenarios

- Sales Scenario 1 target Accessibility solutions(s)
  - Accessibility solutions for Mac and iOS include FaceTime, Closed Captions, Messages with iMessage, and Screen Flash
  - For an on-the-go solution, iOS supports FaceTime, Closed Captions, and Messages with iMessage
- Sales Scenario 2 target Accessibility solutions(s)
  - Made for iPhone Hearing Aids – Apple has worked with top manufacturers to create hearing aids designed specifically for iPhone. These hearing aids deliver a power-efficient, high-quality digital audio experience, and you can manage your hearing aid right from your iPhone.

- Setup Scenario 1 target Accessibility solutions(s)
  - Introduce and demonstrate Accessibility solutions like Mono Audio and Taptic Engine
- Setup Scenario 2 target Accessibility solutions(s)
  - Mono Audio – When you're using headphones, you may miss some audio if you're deaf or hard of hearing in one ear. That's because stereo recordings usually have distinct left- and right-channel audio tracks. OS X can help by playing both audio channels in both ears, and letting you adjust the balance for greater volume in either ear.

Next Steps

Wrap up (0h 5m)

Close out training

Present

- Congratulations, you've completed your Accessibility training.
- You should now be able to:
  - Relate confidence and knowledge of the device accessibility features during customer interactions.
  - Locate procedures for handling accessibility customer interactions.
  - Recommend and demonstrate accessibility features on OS X and iOS platforms.
  - Perform setup of devices with the accessibility features enabled.
- Your commitment to supporting our customers and providing an exceptional customer experience is what keeps Apple one of the most admired companies in the world.
- Remember to refer to the RetailMe procedures, and the accessibility features and benefits, on www.apple.com/accessibility/ to help guide the interactions you will have with customers with accessibility needs.